



# Compass



## Flag Signal



October 2008

Shipmates,

Last year, Public Affairs Reserve Units across the country provided historic levels of operational support. While this is an accomplishment to be proud of, I know that this achievement came as a result of many personal and professional sacrifices. Balancing our personal, civilian and Navy responsibilities is a challenge that we all continually face.

To better manage this balance, address growing operational demands and cope with budget constraints, we must improve our planning and execution efforts. To this end, we implemented a standardized Operational Support Plan. The goal of these plans is to improve the way we identify, prepare for and execute our public affairs missions. Over the coming months I will work with you and your Active Duty Components to refine and implement these plans.

As part of this process, we must work with our Active Components to help them understand the Reserve system. While we are one service, our language and administrative processes are different. This is complicated by the fact that more than 87 different NOSCs administratively control 30 Reserve Units and 5 REDCOM PAOs. For Active Reserve Integration to be fully realized, we need to help our Active Duty colleagues recognize and manage Reserve policies and procedures. I ask each of you to assist me in this endeavor.

Over the coming months, I will be on the road visiting reserve units and reservists throughout the United States and overseas. As this schedule is finalized, I will share it with you as well as the comments, recommendations and concerns of your Shipmates. I value and appreciate your feedback and please know that I serve to ensure yours, and the needs of your family, are heard and addressed. As I know you appreciate, we can not always change the system, but we can influence it and I am here to ensure our community has a voice at the highest levels.

Finally, although I intended to be with our leadership at the PA Leadership Meeting (PALM) later this month, changing schedules for required flag and executive service training have precluded my attendance. Our chief of staff, Captain Bill Flynn has graciously agreed to fill in for me and will address our community leadership alongside RDML Thorp later this month; my thoughts will be with you all as you continue developing Our Course Forward.

Know that I recognize and am humbled by your dedication to Our Navy and Our Nation. As always, thank you for your commitment and please thank your families for their support. My very best to each of you always and let's remain... "Full Speed Ahead." Most Sincerely, and Respectfully, kjb.

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# Active Reserve Integration

## Navy Public Affairs Operations Plan

During the Public Affairs Leadership Meeting in October, a breakout session will be devoted to the new standardized operational plan. CAPT Flynn and CDR Kirchner will be on hand to explain and illustrate how the plan is to be developed and managed.

The plans are a product of AC and RC partnering and will provide the roadmap for each unit's activities during the coming year. Statistical reports generated by the Operation Plan will help CHINFO, PA/VI units, supported commands, and individual reservists anticipate and track contributory support.

OPS Plan monthly updates are due on the 15<sup>th</sup> to CAPT Flynn at [William.flynn@dhs.gov](mailto:William.flynn@dhs.gov). Unit Directors are responsible for submitting OPS Plans on time.

For any questions concerning the Operational Plan, contact CDR Gary Kirchner at [kirchner\\_gary@bah.com](mailto:kirchner_gary@bah.com) or LCDR Mark Deuhmig, [mark.deuhmig@EncompassFlimWorks.com](mailto:mark.deuhmig@EncompassFlimWorks.com)



## EXECUTIVE STAFF

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# Community Update

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## RESOURCE MANAGEMENT

Understanding how our community manages ADT and IDTT is crucial. Lt. Adam Bashaw maintains the ADT and IDTT funding for CHINFO units only. CHINFO units include CHINFO, the PACENs, Media Activity, NAVCO, and NAVINFOs. All other units need to obtain funding through their Supported Command or NOSC. Many non-CHINFO units are still submitting requests to NOLA. Unfortunately, there simply isn't enough money to fund the extra orders.

Members of CHINFO units can submit requests for IDTT and ADT to Lt. Bashaw. All individual requests must include justification and endorsement of unit Directors or Senior IMAs. The justification needs to specifically address exactly what the member will be doing, why he/she is doing it, and that the unit Director endorses the orders. Funding will be even tighter in FY09 especially for the first quarter so all requests will be carefully reviewed and any requests without justification will not be considered.

Non-CHINFO units should work closely with their Operational Support Officer (OSO) and NOSC to plan and request appropriate funding. If you have any questions regarding the funding process please contact Lt. Adam Bashaw at [adam.bashaw@navy.mil](mailto:adam.bashaw@navy.mil).

### MASS COMMUNICATION SPECIALIST BILLET ROLL CALL

One of the greatest challenges facing our community is assigning enlisted personnel to meaningful jobs nationwide. MCCM Williams is developing a process to place every Mass Communications Specialist into a valid billet. He identified 253 current MC personnel and 269 billets. Of the 269 MC billets, 102 will be cross-assigned and 92 will be locally assigned. There are also 75 vacant billets. Of our 253 MCs, 100 are currently cross-assigned, 99 are locally assigned, and 54 are In Assignment Processing (IAP) billets. MCCM Williams will be matching names to the valid billets. Stay tuned for updates!

## UPCOMING EVENTS:

**OCT 28-30: Public Affairs Leadership Meeting (Directors) – Washington D.C.**

# Tiger Teams

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## **HOW TO MAKE A DIFFERENCE**

At the 2008 PA/VI Worldwide Training Symposium, I announced the formation of six new tiger teams to tackle our greatest community issues. Two leaders for each team were appointed and others from the community were invited community to assist.

We have received some interim information and have begun to implement those ideas in Our Way Forward. One issue in particular addressed professional

development, and in conjunction with the superb efforts of LT Jonathan Bush and LT Grant Neeley, we have created a new career continuum that will be rolled out shortly. In the coming months, other Tiger Teams will be reporting out the results of their findings and recommendations for The Way Forward. We will implement them as appropriate. I commend the work of these teams and the impact they will have upon our community... kjb

### Communications:

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## Of Note...

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### **PA Directory**

If you've changed units, jobs or moved... be sure to update your information in the PA Directory Online.

### **pa-net Moved!**

<https://pa-net.navy.mil>. Please ensure you change your bookmarks to reflect this new address. In addition, you will need to re-enter your user name and password since this is a new system, and upon initial access - prior to the log in page, please select the "browser only" selection since NMCI will not allow you to add any software to your computer.

### **Sharpening Your Skills** Links to the MC PQS on NKO:

[https://www.chinfo.nko.navy.mil/eRoomReq/Files/chinfo/PANET/0\\_ed0ac/43242.pdf](https://www.chinfo.nko.navy.mil/eRoomReq/Files/chinfo/PANET/0_ed0ac/43242.pdf)  
[https://wwwa.nko.navy.mil/portal/download?lib\\_documentId=1506700006](https://wwwa.nko.navy.mil/portal/download?lib_documentId=1506700006)